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Today's Supply Chains Demand Higher-Quality Data

Customer-first requires
deeper insights and visibility

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Companies looking to put customers first are investing in data-driven technologies that give them real-time visibility into where shipments are now and where they will be next, as well as deeper insights into overall supply chain operations. This includes business intelligence (BI) and analytics, according to a new survey of supply chain leaders.

But there's a looming issue: The data these systems rely on is far from perfect. Improving data quality will become more top-of-mind as advanced technologies like networked sensors and predictive analytics gain more influence over decision-making in the next decade.

ABOUT THE SURVEY

Focus on Customer Experience: Supply Chain Priorities and Investments

BluJay Solutions and Adelante SCM, in partnership with the Council of Supply Chain Management Professionals (CSCMP), conducted a survey of supply chain and logistics professionals in 2019. A total of 438 qualified respondents answered questions about performance, innovation, customer experience, and technology. See the full report.

Let's take a look at key findings on data quality from the *Focus on Customer Experience Survey*.

Data quality must improve.

Only 40% of respondents say they get good-quality data from trading partners. This hampers their ability to improve visibility, lower costs, and improve customer satisfaction.

Data quality also differentiates Innovators/Above Average performers from Laggards/Late Majority in the survey. Innovators/Above Average performers reported having Good/Very Good data quality 46% of the time, while Laggards/Late Majority have good data only 32% of the time.

Above Average performers reported Good/Very Good data quality 2.6 times more often than Average or Below Performance companies (55% to 21%).

Looming Issue: Data Quality

- Very Good 3%
- Good 37%
- Average 46%
- Very Poor 1%
- Poor 13%
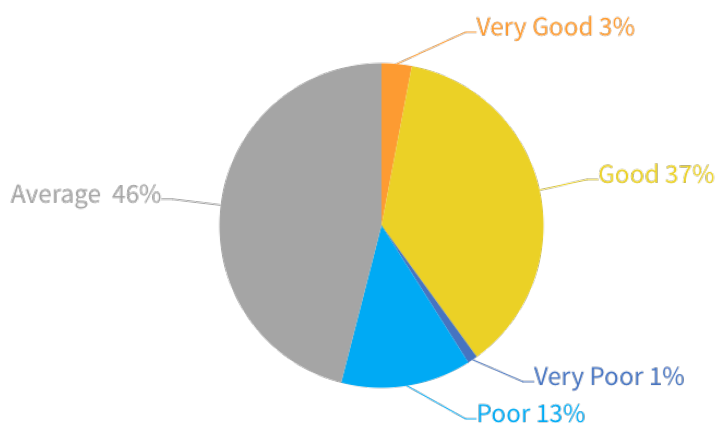
Customer experience (CX) is passing price and product as the top brand differentiator.

About 6 in 10 of supply chain pros are focusing on CX for competitive advantage. Similar to the prior year's results, *To deliver an enhanced customer experience* got the most top-factor votes (59%). *Reducing cost* got the second-highest votes for top priority, followed by *To create a competitive advantage*.

But these findings are split along the lines of company size and geography. About a third of companies with more than $1 billion in revenue disagree with this assessment. We're not sure why, but North American-based companies also disagree with this sentiment almost 3:1 compared with the rest of the world.

Nonetheless, companies are growing their CX capabilities by **investing in data-driven technologies** that give them and their customers visibility, convenience, and insights.

Top 5 Supply Chain Investment Priorities

1. BI/Analytics

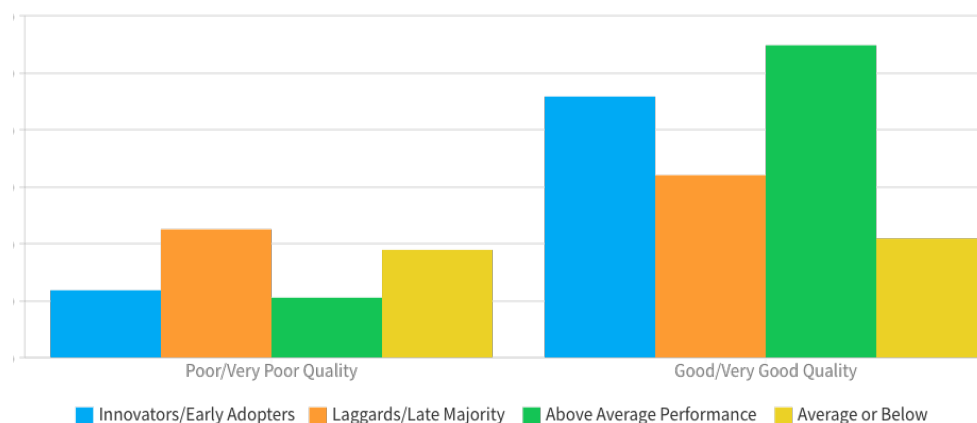2. Visibility

3. Transportation

4. Warehousing

5. Partner Connectivity

Silos, bad data, and inefficient trading partner connectivity (TPC) are holding companies back.

All but the most innovative companies have yet to connect internal systems with external partners to improve data quality and enhance the customer experience. Innovators/Early Adopters prioritize TPC and work with better quality data than Laggards/Late Adopters.

Rating Data Quality

Poor/Very Poor Quality   Good/Very Good Quality

■ Innovators/Early Adopters   ■ Laggards/Late Majority   ■ Above Average Performance   ■ Average or Below

EDI and email dominate trading partners transactions.

Innovators/Early Adopters and Above Average Performance companies tend to leverage EDI over email for exchanging data with partners. Most Laggards/Late Majority and Average or Below Performance companies are using email as their main line of communication.

Online portals and APIs are equally popular, accounting for a little over 15% of transactions. Surprisingly, phone calls still account for 15% of these exchanges.

Partner Connectivity

EDI	(35%)
Email	(33%)
Portal	(16%)
API	(16%)
Phone	(15%)

0% 5% 10% 15% 20% 25% 30% 35% 40%
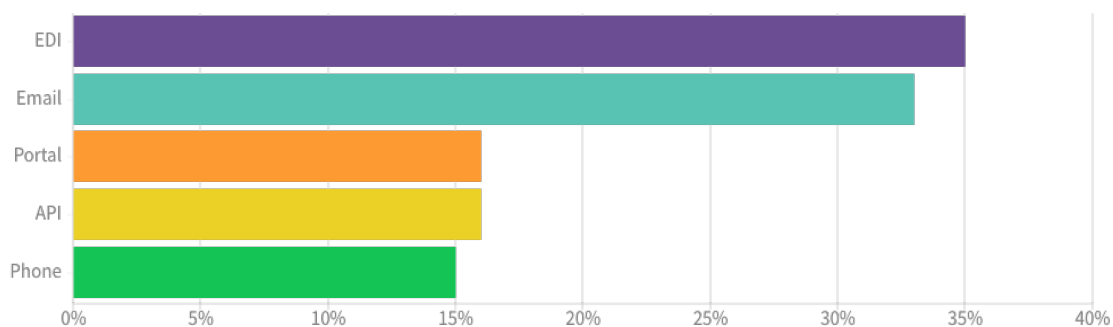
Are You Ready to Benefit from Higher-Quality Data?

Poor data quality is holding companies back. Innovator/Early Adopters and Above Average Performance companies view data as a valuable asset worthy of time, attention, and investment and so are pulling ahead of companies that don't prioritize data quality. Efforts to improve visibility, increase sales, lower transportation costs, optimize inventory and improve customer satisfaction all benefit from better quality data.

By quantifying the cost of poor data quality—in the form of lost sales, increased costs, and reduced customer satisfaction—you increase the chance upper management will support efforts to improve data quality while making the investments needed to capitalize on it.

See and solve supply chain opportunities with powerful data that can drive better decision making. Learn more in the full survey report, Focus on Customer Experience: Research on Supply Chain Priorities and Investments.

Visit BluJay at www.blujaysolutions.com to learn more about turning data into business value. We help you harness quality data into meaningful metrics, which in context can drive profitable decisions.

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